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Aboriginal companies open for business with Virtual Aboriginal Trade Show

Aboriginal businesses in Canada are diverse, unique and offer a variety of products and services in sectors ranging from agri-food, natural resources, the environmental industry, and geographic information systems, to cultural industries, tourism and more. Some of these businesses are showcased on the Virtual Aboriginal Trade Show (VATS), an innovative Web site that brings international buyers and partners in contact with Canadian Aboriginal businesses and organizations.

International customers want to know more about Aboriginal products and services, and they can use VATS to find them. After all, Canadian Aboriginal businesses meet a variety of domestic and international needs. VATS raises awareness of Aboriginal business capabilities, helps identify opportunities,

continued on page 7 Aboriginal companies

Business etiquette for foreign markets

You have invested blood, sweat and tears—not to mention time and money—into your export strategy. You don't want to waste all of that effort by saying the wrong thing to your prospective client in Beijing or Sao Paulo. These tips and techniques will help keep you in the export game.

- Book meetings well in advance and confirm them within a week of travelling to your meeting.
- Be punctual even if you are conducting business in a country with relaxed attitudes toward time.
- Traditional greetings vary considerably. Do not assume a handshake will suffice. Make sure you are familiar with what constitutes a respectful greeting.
- Proper use of titles and names is critical. Some cultures remain strongly hierarchical and afford considerably more respect and prestige to titles. It is best to play it safe and use titles and surnames unless otherwise advised.

For more information about planning your export ventures, read *Step-by-Step Guide to Exporting* at www.exportsource.ca/stepbystep, or call Team Canada Inc's toll-free Export Information Service at 1 888 811-1119.

2007-01809/

Tendering begins for new Doha airport

The massive expansion of Qatar's new Doha International Airport is getting into high gear and the tendering process for the first of three stages is set to begin. The airport will be the world's first to be designed specifically to handle the largest passenger aircraft ever—the two-floor Airbus A380-800.

The first phase of the airport should be completed by late 2008 at a cost of $2.5 billion. Upon completion of all three phases by 2015, the airport will be one of the largest and most modern in the world, with a planned annual capacity of 50 million passengers. The new airport could set the benchmark for all future airports and position Doha as a potential regional aviation hub rivalling the region's dominant hub in Dubai, where a $4-billion airport expansion project is underway.

The airport will include the construction of two parallel runways and a passenger terminal with 25,000 square metres of retail space, a separate royal terminal, a cargo terminal with a capacity of 750,000 tonnes per year, a free trade zone, three hotels, hangars, control tower and radar installation. Half the project's area of 2,200 hectares will be land reclaimed from the sea.

The second phase will extend the main terminal to boost annual capacity to 24 million passengers and add a suspended monorail, while the final phase will double the number of gates to 80 and further extend the terminal building to 416,000 square metres.

Tenders have already been issued for site security, excavation, reclamation and landfill engineering. Specialized contractors have also been invited to participate in prequalification for site survey, construction testing and technical services contracts.

Get connected

Canadian companies interested in pursuing tenders related to this project are advised to hire a local service agent to help pre-qualify them for bidding when a suitable tender package is advertised in local newspapers. An agent can also assist Canadian companies through the bidding phase. Additional tenders will be advertised by the end of this year or early next year, and will not be announced on any Web site.

For more information, contact the Doha International Airport Steering Committee, c/o Overseas Bechtel Inc., tel.: (011-974) 446-2888, fax: (011-974) 446-2899.

Build your client base at U.S. construction show

ORLANDO, FLORIDA — January 13-16, 2005 — The **International Builders Show (IBS)** is the largest building and design exhibition in the U.S. and is attended by over 100,000 designers, builders, architects, developers, engineers, merchants and key decision makers. This exhibition offers Canadian businesses an ideal venue to build their U.S. client base.

This year's pavilion is being organized by Canadian Export Development Inc. (CEDI), in cooperation with the Canadian Consulate General in Atlanta. Canadian companies will be able to display their products and services as they pursue business opportunities with customers from around the world.

The Consulate General will target key decision makers and buyers in government and the private sector to visit the Canadian pavilion. In conjunction with IBS 2005, the Consulate General will organize an incoming buyers mission from the Caribbean and Latin America. Participants can also have one-on-one meetings with potential clients and participate in a seminar program.

Canada will have the only national pavilion at IBS 2005 and it will be located next to the show's main entrance. **For more information**, contact Robert Grison, Director of Operations, CEDI, tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: cced@sympatico.ca.

Due to the recent PSAC strike, the two November issues of CanadExport have been combined into one.

CanadExport

Editorial team: Yen Le
Michael Mancini
Jean-Philippe Dumas

Subscriptions
Telephone: (613) 992-7114
Fax: (613) 992-5791
E-mail: canad.export@international.gc.ca
Web site: www.canadexport.gc.ca

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CanadExport (BCS), ITCan
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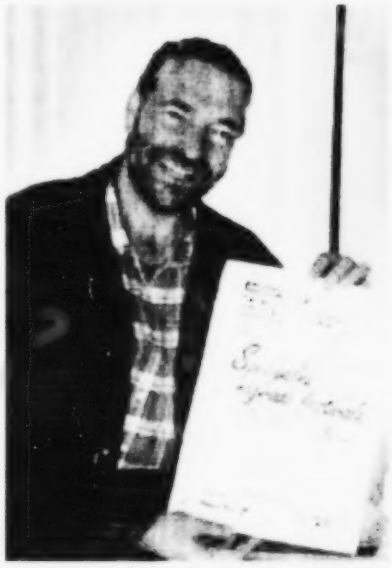
Métis new media artist wins film award

Graham Thompson, an Ottawa-based digital and new media artist, received the Special Jury Award for his film *The First Sunrise* at MEFEST, the International Ecological, Tourist and Sport Film Festival, which was held in Zlatibor, Serbia, in September. His film won in the ecological film category.

The film was inspired by the meaning of the East, as taught by the Anishinaabe People of North America. "This video seeks to express the beauty, power and mystery of the East. As it is from the East that we witness the sunrise, the start of a new day, and symbolically, the birth of our universe," says Thompson. The animations in the film were developed through a process of scanning, tracing and processing hand drawn images. For the soundtrack, Thompson recorded wetland sounds mixed in with electronic keyboard.



Graham Thompson after winning the Special Jury Award at the International Ecological, Tourist and Sport Film Festival, for his film The First Sunrise.

Thompson, a member of the Métis Nation of British Columbia, graduated from York University (BFA) in 1983 and from the British Columbia Institute of Technology in 1986. Thompson has gained an international reputation by winning new media design awards from the International Digital Art Awards of Australia, the International Association of Webmasters and Designers of Florida, Cool Site of the Day of New York, the Digital Giraffe of California, and Art Space of Manitoba.

To read more about international Aboriginal affairs, see Issue 23 of **Canada World View**, Foreign Affairs Canada's quarterly foreign policy magazine, on-line at www.international.gc.ca/canada-magazine.

Canadian firm gets on board Turkish rail project

CANAC Inc., a Canadian railway consultancy services company, has recently signed a contract worth $793,000 with Turkish State Railways (TCDD) to provide consulting services as part of the railway's restructuring plan. The project will be funded by a grant from the World Bank.

The company will conduct a study to assist in the preparation of the railway restructuring plan, which is seeking to reduce TCDD's financial burden on public finances and increase the competitiveness of the Turkish economy by opening the railway sector to private companies.

CANAC's study will support work on the railway's employment restructuring, the need for personnel retrenchment or re-deployment, capacity building, and the improvement of the railway network's physical infrastructure on some routes.

The company's studies will also take into account more efficient and economical working methods. CANAC studies will consider European Union (E.U.) standards and include short-, medium- and long-term plans that TCDD can follow during subsequent phases of the reconstruction. The study is an important step, one that will enable Turkey to meet E.U. directives related to transportation, and reduce costs associated with the eventual entry into the E.U. market.

CANAC started the study project in October and is one of the important stages in a larger upgrade of the Turkish railroad network. The company's research, which will guide its recommendations, will be completed in early 2005.

Opportunities

The Turkish government is giving special priority to major transportation and telecommunications infrastructure development, particularly in improving the Turkish railway network, various urban transit systems, ports and regional airport expansion projects. Important upcoming projects include the Bosphorus underwater tunnel, and surface metro construction in Istanbul.

International Trade Canada (ITCan) is currently putting together a market study of the Turkish rail and urban transit sector that will provide an overview of potential project opportunities in this sector. The market study will be completed in 2005 and posted on ITCan's Web site at www.itcan.gc.ca.

For more information, contact Can Ozguc, Business Development Officer, Canadian Embassy in Turkey, tel.: (011-90-312) 459-9353, fax: (011-90-312) 459-9365, e-mail: can.ozguc@international.gc.ca.

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Our New Trade Commissioners Abroad

[illegible] members of the Canadian Trade Commissioner Service who have been recently [illegible] these trade commissioners, along with 800 of their colleagues around the world [illegible] commissioners across Canada, can facilitate your entry into new foreign markets [illegible] in-market assistance in the development of your international business.

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Canada-Southeast Asia trade on upward track

Amid a surge in Canadian exports to Southeast Asia, enthusiasm for investment in the region continues to rise, with a recent survey indicating that, with the exception of China, Canadian attitudes are more bullish about Southeast Asia than any other region in the Asia-Pacific.

The member countries of the Association of Southeast Asian Nations (ASEAN) comprise Canada's second-largest emerging market export destination after China, thanks to robust economic expansion—expected to average 4.5% this year—and strong domestic demand. So far this year, Canadian exports to the region have experienced explosive growth.

According to Statistics Canada, in the first six months of 2004, Canadian exports to ASEAN partners rose 32% over the same period last year, varying from 8% growth in exports to Malaysia to an enormous 80% rise in exports to Indonesia. Two-way trade totalled $5.3 billion during that period, compared with $1.1 billion for India.

Canadian businesses are also expanding beyond the usual export sectors, such as cereals and wood pulp, into diverse areas ranging from agri-food to aerospace. Science and technology is one area gaining in importance and Canada has been very active in fostering linkages with ASEAN partners in sectors such as food processing, life sciences and environmental technologies. Among the Canadian firms that have made inroads into the market are Nortel Networks (www.nortelnetworks.com), Inco (www.inco.com) and Manulife Financial (www.manulife.com).

And Canadian businesses appear upbeat about prospects in the region in the coming months. In a survey conducted earlier this year by the Asia Pacific Foundation of Canada (www.asiapacific.ca), 16% of respondents stated they were interested in investing in the Southeast Asia region in the next 12 months. This was up from 14% in 2003. Only China attracted more interest in the Asia-Pacific region at 17%, while 7% of respondents were eyeing Japan and 8% mulling India.

While investment intentions are strong, ASEAN is already a major destination for Canadian investment in Asia. Last year, Canadian foreign investment in the region exceeded $11 billion, more than investment in China, Japan and India combined and more than double 1997 levels.

For more information, contact International Trade Canada's Southeast Asia Division, tel.: (613) 996-8187.

Canadian dental care arrives in Vietnam

Vietnam's largest city now has one more reason to smile. Ho Chi Minh City is home to a new state-of-the-art dental clinic, opened in early September by the Canadian firm **Maple Healthcare** (www.maplehealthcare.net) to meet the increasing demand for better dental care services and to cater to tourists seeking cheaper treatments.

"Vietnam is growing rapidly and its citizens are beginning to demand world-class health care," says Dr. Andrew H.F. Tsang, the venture's director, principal dentist and clinical instructor at the University of British Columbia. "We are positioning Maple Healthcare to take full advantage of this new trend."

The $2.6-million dental clinic offers services ranging from cosmetic and laser dentistry to orthodontics and dental implants. It houses eight dental rooms, all fitted with the most advanced dental equipment available. This high-tech equipment includes Vietnam's first digital scanner and dental laser.

The company sees significant opportunities in teeth whitening, a procedure that can cost anywhere from $400 to $1300 abroad but just $130 to $260 at Maple Healthcare, thanks to lower overhead costs.

The clinic hopes to market its services to the city's increasingly affluent middle class, as well as to expatriate residents. It also hopes to tap into the lucrative trend of healthcare tourism, a sector that in 2002 brought more than 60,000 "visiting patients" from Europe and Asia to Thailand alone.

Maple Healthcare's investment comes at a time of booming economic growth in Ho Chi Minh City. This positive business outlook is due to Vietnam's planned accession to the World Trade Organization by 2005-2006 and the country's ongoing economic liberalization. The company is already eyeing possible expansion to Vietnam's capital, Hanoi, and the city of Danang.

For more information, contact Robert Coleman, Trade Commissioner, Canadian Embassy in Vietnam, e-mail: hochi-td@international.gc.ca.

Reconstruction begins

Caribbean region gets back on its feet

In the last two months, the Caribbean region has been ravaged by a series of powerful hurricanes, capping off what some say is the worst season in decades. Hurricanes Charley, Francis, Ivan and Jeanne have collectively accounted for numerous fatalities and millions of dollars worth of damage to homes and infrastructure.

In Haiti, the rains and mudslides caused by Hurricane Jeanne have resulted in a critical shortage of food and clean water. The Dominican Republic and Puerto Rico were also hit hard.

Grand Cayman suffered extensive damage and public services in the capital and tourist area were seriously affected.

Hurricane Ivan also caused considerable damage to housing and infrastructure in Jamaica, with the south and west of the island being the hardest hit. Jamaica has, however, reestablished public services quickly. With few exceptions, all businesses in Jamaica are now operating normally. Montego Bay, the largest tourist centre, is fully operational. The two other main centres of Negril and Ocho Rios expect to be at full capacity for the tourist season which is to begin at the end of November.

The northern Bahama islands of Grand Bahama and Abaco were affected by both Francis and Jeanne. Public services to these islands have not recovered fully. In fact, its government has declared the two islands disaster areas, although business in the main financial centre of Nassau has returned to normal.

Opportunities

As the countries within the region begin to rebuild, opportunities exist for a variety of Canadian products and services. There will be an increase in demand for building products such as plywood, roofing material and other housing products.

In the Cayman Islands, for example, a high percentage of the country's housing stock was damaged. Also, the redevelopment of damaged infrastructure such as roads, bridges and sewage systems will also be necessary.

Miami is generally perceived to be a destination of choice for Caribbean building supplies. However, Florida's own reconstruction efforts and demand for building supplies may present opportunities for Canadian suppliers to do business directly with Caribbean countries.

For more information, contact Russell Merifield, Trade Commissioner, Canadian High Commission in Jamaica, tel.: (011-876) 926-1500, ext. 3350, fax: (011-876) 511-3491, e-mail: russell.merifield@international.gc.ca.

Aboriginal companies

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attracts investment and encourages economic partnerships and joint ventures.

The Web site reflects this diversity; VATS is available in seven languages and features a design that makes it easy for visitors to learn what participating businesses and organizations offer. Each listing provides addresses, phone and fax numbers, and Web links.

VATS was launched last spring by the Aboriginal International Business Development (AIBD) Committee, a partnership of 29 federal government departments and agencies that share an interest in Aboriginal export development and access to world markets.

Get involved

The AIBD Committee would like to offer Canadians the opportunity to have their company profiled on VATS for one year. While there is no fee for participating, there are certain criteria which must be met in order to be considered. Participants must be:

- an Aboriginal entrepreneur offering a product or service;
- in business for at least one year and have a functional Web site where a product or service is available; and,
- be actively exporting, export-ready or preparing to export. If applicants are not sure if they are export-ready, they can take the Export Readiness Diagnostic Test accessible at www.exportsource.gc.ca.

For more information, go to www.vats.ca.

Kuwait to host medical fair

Kuwait — March 14-17, 2005 — The Kuwait International Fair Company, with the support of the Kuwait Ministry of Health, is organizing KIME 2005, the **Kuwait International Medical Exhibition and Conference**, in response to the strong demand for a specialized exhibition in the medical field.

KIME 2005 will allow exhibitors to interact directly with the key buyers and prime decision makers from the markets of the Middle East.

For more information, go to www.kif.net/kime, or contact the Kuwait International Fair Co., Marketing and Public Relations Department, tel.: (011-965) 538-7100, ext. 112, fax: (011-965) 539-8123 or (011-965) 539-3872, e-mail: info@kif.net.

AGRICULTURE & AGRI-FOOD

Dubai, U.A.E. — February 20-23, 2005 — Agriculture and Agri-Food Canada and the Canadian Consulate in Dubai are organizing the Canadian presence at **Gulfood**, the most important event for the food and hospitality industry in the Middle East. **For more information**, go to http://ats.agr.ca/gulfood.

BUILDING PRODUCTS

Verona, Italy — February 17-20, 2005 — **Legno & Edilizia** is an international wood exhibition, featuring the construction and woodworking industries, decoration, home and office design, furniture and lighting. **For more information**, contact Veronafiere, tel.: (011-045) 829-8111, fax: (011-045) 829-8288, e-mail: info@veronafiere.it, Web site: www.pmtexpo.it.

Atlanta, Georgia — March 13-15, 2005 — The National Association of Home Builders presents **Greenprints 2005**, a conference and exhibition that provides a forum for changing the way practitioners think about architecture, planning and the use of natural resources. **For more information**, contact William Stolz, tel.: (404) 532-2017, fax: (404) 532-2050, e-mail: william.stolz@international.gc.ca, Web site: www.nahb.org.

CHEMICALS

Tel Aviv, Israel — February 1-3, 2005 — **Israchem** is the 9th international exhibition on industrial processing, chemical engineering, metal finishing, measurement control and instrumentation. **For more information**, contact Rebecca Shafrir, Business Development Officer, Canadian Embassy in Israel, tel.: (011-972-3) 636-3357, fax: (011-972-3) 636-3385, e-mail: taviv-td@international.gc.ca, Web site: www.stier.co.il/SG_ENG/Israchem/main_israc.htm.

ICT

Moscow, Russia — May 10-14, 2005 — **SVIAZ/Expo Comm** is the largest telecommunications, information technology, networking, Internet and wireless/broadband event in Russia. For the next event, 870 companies from 36 countries have signed up to exhibit so far. Last year, 10 Canadian companies participated and reported excellent results. **For more information**, contact Steven Goodinson, Canadian Embassy in Moscow, tel.: (011-7-095)105-6058, e-mail: steven.goodinson@international.gc.ca.

MULTI-SECTOR

Dubai, U.A.E. — February 28 - March 2, 2005 — **Franchising Middle East Exhibition** is a leading international franchising trade show. **For more information**, go to www.franchisingme.com, tel.: (905) 896-7815, or contact Venky Rao, Canadian representative, e-mail: venkyrao@rogers.com.

Amman, Jordan — April 4-7, 2005 — **Rebuild Iraq 2005** is the second trade exhibition for the reconstruction of Iraq. Demand in Iraq for the full range of infrastructure supplies and equipment, services and technologies for key economic and industrial sectors has been estimated to exceed $195 billion over the next ten years. **For more information**, or to register, contact Bechara Nacouzi, International Trade Fairs, tel.: (514) 685-3530, fax: (514) 685-6873, e-mail: bnacouzi@videotron.ca, or Albert Galpin, Middle East Division, Foreign Affairs Canada and International Trade Canada, tel.: (613) 944-2396, fax: (613) 944-7975, e-mail: albert.galpin@international.gc.ca.

Toronto — May 2-3, 2005 — The **Canada-ASEAN Business Forum** will focus on trade policy issues, the expansion of trade and investment, and increased sector-specific trade missions and technical cooperation. **For more information**, contact Vivien Escott, International Trade Canada, e-mail: vivien.escott@international.gc.ca, or Rachel Lindsey, e-mail: rachel.lindsey@international.gc.ca.

Anaheim, California — May 8-12, 2005 — The next **Nanotechnology Conference and Trade Show** covers a wide range of sectors from advanced semiconductors to drug design and molecular electronics. **For more information**, contact the Canadian Consulate General in Los Angeles, tel.: (213) 346-2700, fax: (213) 346-2767 e-mail: caaz.info@international.gc.ca, Web site: www.losangeles.gc.ca or www.nsti.org/Nanotech2005.

Enquiries Service

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